AI Briefing Checklist

Remember, AI works like a junior analyst.
If you brief it poorly, you get confident nonsense. If you brief it well, you save hours.

Before you type a prompt, pause and run this checklist

WHO is this for?

- Who is the audience/stakeholder?
    - CEO, Sales Manager, End User, Procurement, Operations
- What do they care about?
- What language/terminology do they use?

WHAT am I feeding AI?

- What inputs am I providing AI?
    - Website, notes, transcript, spreadsheet
- Is this the complete picture?
- What might AI guess if I don't say it?

WHY am I asking this?

- What decision will this support?
- What problem am I trying to solve?
- What does a "useful output" mean here?

HOW should the output look?

- Format: bullets, table, one-pager, one liner?
- Length: short summary or deep dive?
- Tone: executive, technical, conversational?
- What must be included?
- What must be avoided?

AI drafts - You judge the output